eye

Eye Filmmuseum

# WELCOME

Discover all there is
to see and to do

WELCOME

# 0 Ground floor

## Entrance
## Museum shop

**Eye is a custodian of culture and your guide to the world of film and the art of the moving image. The doors of the museum open for everybody at 10 am every day. We have four cinemas, exhibition spaces, a workshop room, a shop, a bar-restaurant, and a series of permanent presentations – located throughout the building – that explain the world of film.**

### Entrance

Admission tickets for films and the exhibition are on sale at the box office.

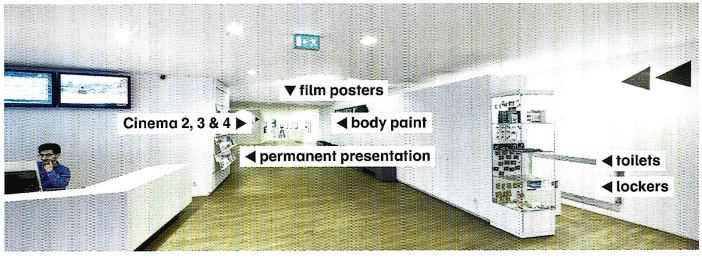
*Museum shop*

### Museum shop

'A true treasure trove for film fans.' That's how *The Guardian* described our well-stocked museum shop. If you're looking for an original gift, you're sure to find something here, from splendid film posters, DVDs and postcards of film stars to T-shirts bearing famous film quotes and brooches inspired by Twin Peaks. The shop also stocks a very wide range of both popular and specialist books on film, film history, biographies of major screen actors and foreign film magazines. All sorts of optical games and film souvenirs for children are also on sale.

# 0 Ground floor

## Film posters
## Projection booth
## Body Paint
## Video tour and Puzzle tour



*Film posters*

*Projection booth*

*Body Paint*

### Film posters

The Eye collection contains not only films but also more than 95,000 film posters, ranging from announcements from the early days of cinema to ads for the latest blockbusters and arthouse films. The corridor to Cinema 2 and Cinema 3 are adorned with a changing selection of posters from the collection.

### Projection booth

A dark window in the corridor that leads to Cinema 3 offers a glimpse of the work going on behind the scenes. Look through this window and see into the projection booth containing the projectors for Cinema 4. Eye is one of the few venues in the Netherlands that can screen not only digital films but also films on celluloid or polyester.

### Body Paint

Dance, jump and move around to create a colourful animation on the wall with the installation by artist Memo Akten opposite the stairs to the Panorama.

### Video tour and puzzle tour

For children from the age of 7 there is a video tour that brings exciting films to life and a free puzzle tour through the whole building. The tour is packed with optical illusions and fun assignments.

# 0 Ground floor

## Arena I Café-restaurant
## Cinema 2

### Arena with café-restaurant

**The heart of the building, called the Arena, features huge windows that offer a panorama of the River IJ. From the café-restaurant and adjoining steps you enjoy a stunning view of passing vessels. The ceiling lamps were designed by Danish artist Olafur Eliasson.**

*Café-restauarant*

### Cinemas

Eye houses a total of four cinemas that screen films throughout the day: from the latest arthouse productions to films from the silent movie era, and from celebrated masterpieces to unknown avant-garde works. Many of these films are taken from the vast Eye film collection.

*The cinemas are accessible with a film ticket. Check the screens beside the museum shop or www.eyefilm.nl to find out what (English spoken or subtitled) films are showing today in the cinemas.*

*Cinema 2*

### Cinema 2

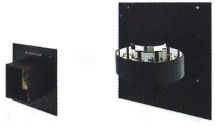
Cinema 2 features an electrically retractable bank of seating that allows the space to be transformed into a large room with a flat floor. That makes Cinema 2 the perfect setting for a host of activities such as theatre productions, performances, concerts, experimental presentations, and evenings with a DJ and VJ.

# 0 Ground floor

## Cinema 3
## Cinema 4
## Precursors of film

*Cinema 3*

*Cinema 4*



*Precursors of film*

### Cinema 3

Also known as The Black Box, this cinema takes its inspiration from the concept of 'Invisible Cinema' by Austrian experimental filmmaker Peter Kubelka. Everything in this cinema is black, allowing the space to be completely darkened and ensuring the ultimate film experience.

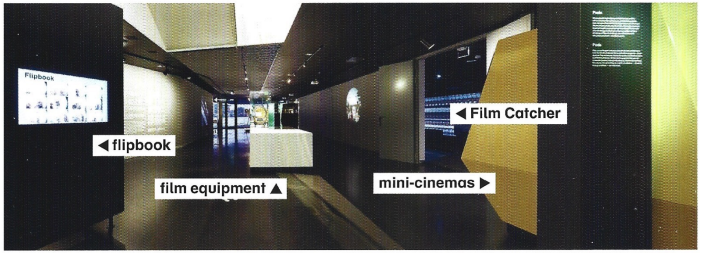
### Cinema 4

Eye's fourth cinema is designed entirely in art deco style in memory of Cinema Parisien (1910-1987) on Nieuwendijk in Amsterdam, one of the city's first cinemas. The interior of Cinema 4 is a homage to this remarkable venue in Dutch film history. A sophisticated system of LEDs enables the decorated wall panels to be illuminated in various ways.

### Precursors of film

Dotted around Eye you will come across *Eye Explore*: a series of black devices that shed light on the discovery of film.
Long before the first film was screened, countless scientists, pioneers and entrepreneurs had, independently of one another, come up with many precursors to the film camera and the projector. These precursors bear exotic names such as zoetrope, phenakistiscope and praxinoscope. Rotate these devices and look into them to learn about the techniques and optical tricks that create the magic of film.

# Film equipment
# Film Catcher
# Flipbook




**Permanent presentation: Panorama**

**Enter the vast museum presentation on the lower floor, and learn how film has evolved over the years from long ago to today. Browse through the unique Eye collection and find out how the earliest cameras work. Enjoy the finest film fragments and make your own film. *The permanent presentation is open daily from 10 am to 7 pm. Tickets are on sale at the box office.***

**Film equipment**

*Film equipment*

Some choice items from the Eye collection are on show in display cases: cameras, projectors and pre-cinema equipment that highlight key moments in film history. Together they explain the efforts of inspirational inventors to record the moving image.

**Film Catcher**

*Film Catcher*

Film Catcher opens your eyes to how beautiful and diverse film can be. Conjure up ever-changing collections of images using filter searches such as 'red', 'dancing', 'city' or 'close-up'. Be surprised by an ever-expanding number of clips taken from the 55,000 films in the Eye collection. Has a clip caught your eye? Then capture it on your tablet and find out more.

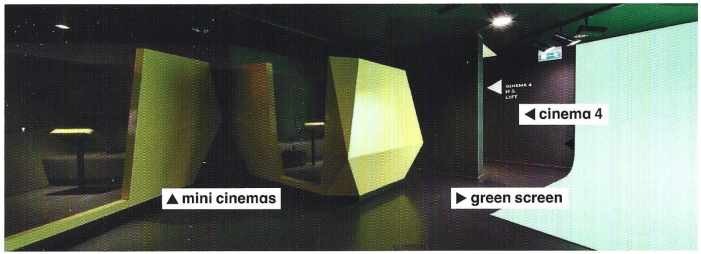
**Flipbook**

*Flipbook*

A flipbook consists of a series of drawings or photographs that vary slightly from one another, thus appearing to simulate movement when viewed in quick succession. Flip quickly through the pages of a flipbook and the individual images blend to form one movement, just like in a film. Film yourself in front of the camera and have your personal flipbook made in the museum shop for € 6,95.



# Mini cinemas
# Green Screen



*Mini cinemas*

**Mini cinemas**

Inside the bright yellow private mini cinemas known as *Pods*, you can enjoy hundreds of classics and unknown gems from the Eye collection: films by everybody from Martin Scorsese to Yasujiro Ozu, and from Dutch film director Maria Peters to Stanley Kubrick. Furthermore, five famous Dutch guides take you on a thematic journey through film history. Once you've finished watching, see how you fare in the film quiz. A great game for a child, an adult or – if you dare – a film expert.

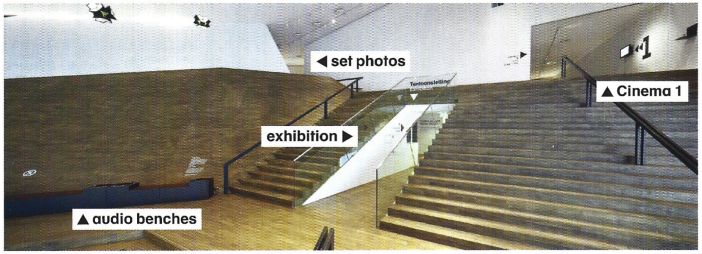
*Green Screen*

**Green Screen**

Place yourself in a film scene with the help of the *Green Screen*. This is a frequently deployed special effect used in film production: somebody is filmed in front of a green (or blue) background that is then replaced by a film background through a colour filter (the method used in the past) or the computer (today's method). With the *Green Screen* in the Panorama you can also put yourself in a film scene. After recording your scene, email it to yourself or to somebody else.

# 1 First floor

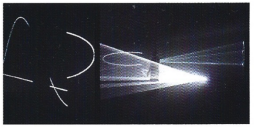
## Exhibition
## Audio benches




### Exhibitions

Each year Eye presents three to four temporary exhibitions in the large exhibition gallery. The exhibitions focus on the intersection between film and visual art, on major filmmakers, and on the history of film.
Previous presentations have included the radical installations of Anthony McCall, a 45-metre-long filmic procession by William Kentridge, and the early animations of Oskar Fischinger. Exhibitions have also featured the work of such artists as Tacita Dean, Isaac Julien and Fiona Tan, and filmmakers Stanley Kubrick, Johan van der Keuken and Federico Fellini.

*For information on the current exhibition, check the screens beside the museum shop, the flyer on the shelf at the box office, or www.eyefilm.nl/exhibition. Exhibition tickets are on sale at the box office. The Museumkaart is valid, but a surplus charge may apply. The exhibition is open daily from 10 am to 7 pm.*



*Exhibition*

### Audio benches

Halfway up the steps of the Arena you can sit down on one of the audio benches, put on a pair of headphones, and lose yourself in a famous film classic. Each five-minute scene features 3D sound and tells the fascinating story of how six films were made, from the perspective of music, color, camera, screenplay, editing, and a story for kids about voice acting.

*Story benches*

# 2 Second floor

## Cinema 1
## Set photos

### Cinema 1

Cinema 1 is the biggest cinema, with more than 300 seats. This is where Eye often rolls out the red carpet for premieres, film stars and directors, both national and international. The space is also home to the specially restored cinema organ, first used in 1929 at the Passage cinema in The Hague. The organ is played to accompany silent films and features all sorts of remarkable sound effects, such as a passing steam train or footsteps on gravel.

*The cinemas are accessible with a film ticket. Check the screens beside the museum shop or www.eyefilm.nl to find out what films are showing today in Cinema 1. There are plenty of English spoken or subtitled films on offer.*

*Cinema 1*

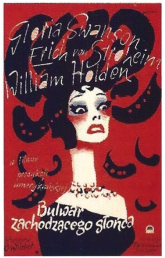
### Set photos

The Eye collection contains around 95,000 photographs taken on film sets. Have a look on the screens in the foyer beside Cinema 1: famous directors at work, together with their cast and crew.

*Set photos*

# About Eye

*Exhibition*




*Collection*

*Education*

## Museum

Eye is the only film museum in the Netherlands. By connecting the past, present and future of cinema and putting it into context, the museum offers young and old visitors insight into the art and power of the moving image.
In 2012 Eye opened the doors of its striking building on the northern bank of the IJ in Amsterdam.
Since then, almost twenty films are screened daily in the cinemas. Add to that the exhibitions, educational programmes, workshops and courses, collaboration with universities, cultural institutions and numerous festivals, and it's clear that Eye is buzzing with activity every single day.

## Collection

Eye preserves films from all genres. Taken together, they form a wonderful cross-section of film history, from classics and blockbusters to cult films. The collection dates all the way back to the Historisch Filmarchief, founded in 1946. Since then it has grown into a vast collection of over 55,000 films, tens of thousands of posters, hundreds of thousands of photographs, and many private archives and pieces of film equipment. The museum is renowned the world over on account of its knowledge and expertise in the area of film restoration and research. The huge collection is housed in a state-of-the-art building called the Eye Collection Centre, where it is maintained under perfect conditions. The building is also home to a study centre called Eye Study. Within walking distance of the museum building on the banks of the IJ, Eye now includes a magnificent venue for everybody who works professionally with the collection and with film.

*Eye Collection Centre, Asterweg 26, 1031 HP Amsterdam*

## Education

Young and old visitors alike can discover the magic of film through the Eye education programmes. During holidays, weekends and school hours, there's always plenty to do: workshops, guided tours, puzzle tours, film courses, online series, video tours, interactive film programmes and more. Almost all our activities make use of unique material from our collection. Eye is the only film museum in the Netherlands and has played a key role in the area of film education for many years. Eye produces teaching material for education and offers both schools and film professionals workshops and tailored advice. Visual comprehension as well as creatively making and sharing images are important aspects of the programmes on offer at Eye. Immerse yourself in the world of make-up, stunts, animation, sound design, VR and pre-cinema, and broaden your understanding and love of film.

*Read more about Eye's educational activities at www.eyefilm.nl/education or email to educatie@eyefilm.nl*

## International promotion

One of the primary tasks of Eye is to promote Dutch films internationally.

*Read more on see-nl.com*

## Architecture

The Eye building was designed by the Viennese architecture firm Delugan Meissl Associated Architects, whose style of design is very appropriate for a building devoted to cinema. Film and architecture have much in common, since both play with light, space and movement. Just like cinema, the building contains exciting sight lines and strange perspectives, such as the 'stairs to nowhere' beside Cinema 1.

*Read more on eyefilm.nl/architecture*

# About Eye

*Architecture*

*Children's activities*

*Events*

*Photos: Mike Bink, Martin Hogeboom, Maarten Noordijk, Michael Vervuurt, Hans Wilschut.*
*Photo cover: Wesley Berg.*
*Plan backside: Lyske Gais.*
*Design: Joseph Plateau.*

## Children's Activities

Discover the magic of the moving image and the art of looking. Play with film, make and watch film. There is always something to do for children.

*Read more on eyefilm.nl/kids*

## Guided tours

Discover the world of film together in Eye. Choose a guided tour through the temporary exhibition or through the building. Every Sunday at 2 and 3 pm, a tour guide will take you through the temporary exhibition on presentation of your ticket. Or mail for guided tours on request to *rondleiding@eyefilm.nl*

You can book a group tour of the building, permanent presentation and the architecture of Eye at De Gebouwengids.
More information about the costs and options can be requested via *info@degebouwengids.nl.*

Every third Sunday of the month at 15:15, a Dutch Sign Language (NGT) interpreter will give a guided tour through the temporary exhibition. You can participate by contacting *rondleiding@eyefilm.nl.*

*Read more on eyefilm.nl/guidedtours*

## Support Eye

Do you want to get involved with Eye? Join the Eye Society and support the only museum of film and the moving image. Moreover, Eye Society members enjoy many extras, such as complimentary tickets and reductions and exclusive activities. Join the club today!

*Ask our staff at the sales desk about the possibilities, or go to: www.eyefilm.nl/eyesociety*

## Events

Besides all the film activities and presentations, each year Eye hosts no fewer than five hundred events: everything from small private dinners by the waterside and product presentations to multi-day conferences, or even the exclusive use of the entire building. The wide range of spaces (four cinemas, a foyer and four unique spaces) make any event possible.

*For more information about events, go to: www.eyefilm.nl/eventlocation.*

## Accessibility

All floors of Eye are accessible by lift.

We have hearing loops available for use in our cinemas, please ask our colleagues at the front desk.

*Read more on eyefilm.nl/accessibility*

## Partners of Eye

ALLEN & OVERY

**VRIENDENLOTERIJ**

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**Eye**
IJpromenade 1
1031 KT Amsterdam
info@eyefilm.nl
www.eyefilm.nl

# Eye Filmmuseum

## 3

## 2

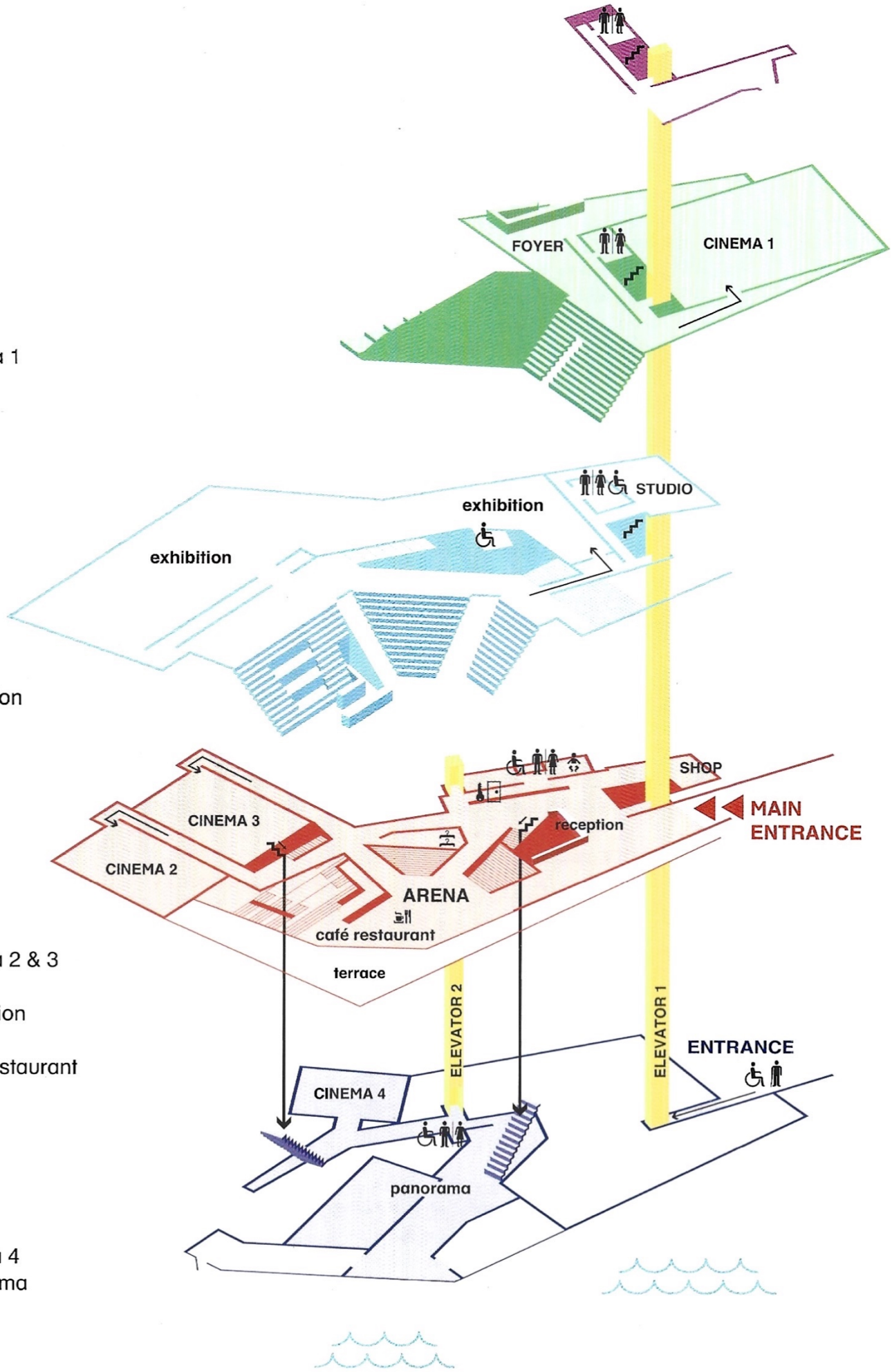
Cinema 1
Foyer

## 1

Studio
Exhibition

## 0

Cinema 2 & 3
Arena
Reception
Shop
Café restaurant

## -1

Cinema 4
Panorama